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THE

CANADIAN MARKET

FOR

RAPESEED MEAL

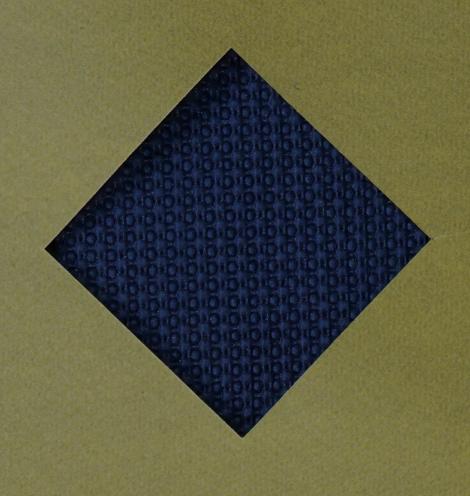
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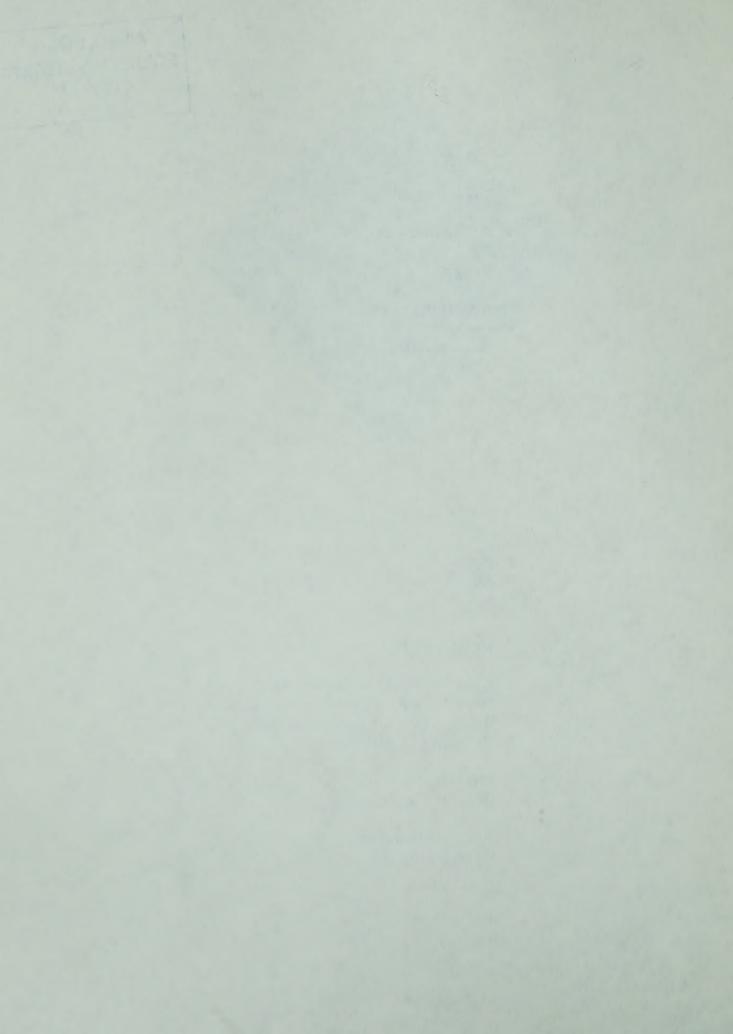


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Deputy Minister R. G. McFarlane



THE CANADIAN MARKET FOR RAPESEED MEAL

I. USE OF RAPESEED	MEAL	AS A	HIGH	PROTEIN	FEED
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- II. LIVESTOCK NUMBERS IN CANADA
- III. FEED MANUFACTURERS IN CANADA
- IV. POTENTIAL MARKET FOR RAPESEED MEAL

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I. USE OF RAPESEED MEAL AS A HIGH PROTEIN FEED

The rapeseed meal that is left following oil extraction is used as high-protein feed. The protein level varies from 32 to 42 percent with an average content of 37 percent. Rapeseed meal can be used as a substitute for linseed meal, soybean meal, and any other plant protein supplement in livestock and poultry rations. The crude fiber level of rapeseed meal averages approximately 12 percent, which is somewhat higher than that of soybean meal. The amino acid composition of rapeseed meal compares favourably with that of soybean meal.

Early studies carried out with expeller-processed rapeseed meal showed adverse effects on the growth and reproduction of certain species of animals. However, as most Canadian crushing plants now use either a pre-press solvent, or a direct solvent extraction process the quality of rapeseed meal has been greatly improved. With either of these two modern processing methods the growth promoting properties of the meal have been greatly improved.

Research studies have now established that the following levels of rapeseed meal in animal feeds will produce results equal to corresponding levels of soybean meal. For dairy cattle, beef cattle and sheep, up to 10 percent of the total ration may be rapeseed meal. The recommended level for young pigs up to 50 pounds weight, is 4 - 5 percent; but for market pigs the meal may be used up to 10 percent of the total ration.

In poultry feeds, 10 - 15 percent rapeseed meal may be used in chick

^{1.} Oil and Oil Meal from Canadian Rapeseed, Canada Department of Agriculture. Publication 1183, (Ottawa, 1967), p. 11.

^{2.} Bowland, Dr. J.P., Rapeseed Meal For Livestock, Feedstuffs, Vol. 38, No. 21, (May 28, 1966), p. 50.

starter rations, while 5 - 10 percent rapeseed meal for laying and breeding chickens and turkeys have been shown to be satisfactory when compared to corresponding amounts of protein from soybean meal.

Rapeseed meal, due to the poor quality of early expeller processed meal, is not as widely accepted as soybean meal. Because of this, rapeseed meal has not achieved its full potential as a high protein feed. On the basis of quality, availability and price, rapeseed meal is competitive with other forms of protein supplements.

II. LIVESTOCK NUMBERS IN CANADA

The information provided on Tables 1, 3, 5 and 6 show that the eastern provinces possess 56 percent of all hogs, 65 percent of all poultry, 50 percent of all sheep and 44 percent of all cattle in Canada. Due to the availability of other feed ingredients in western Canada, oats, barley and wheat, plus the amounts of livestock raised in eastern Canada, it is estimated that at present 70 percent of the potential market for rapeseed meal is in eastern Canada, with over 80 percent of this total in Ontario and Quebec.

The Canadian Agricultural Outlook Conference held in Ottawa in November 1969 stated that the current per capita consumption of beef was approximately 110 pounds in the U.S. and a little under 90 pounds in Canada, (see Table 8). Assuming an estimated per capita consumption by 1980 of 91 pounds in Canada and 114 pounds in the U.S. it will take an increase of 36 percent to meet the 1980 beef requirement for Canada and the U.S. combined.

The per capita consumption of pork in 1968 was approximately 68 pounds in the United States and 54 pounds in Canada. The total combined increase of over 1 million hogs per year should produce around 106 million hogs by 1980. Of this total, Canada should account for over 10 percent. This represents an annual growth of 400,000 hogs per year.

In the 10 year period 1959 to 1969 per capita consumption of chickens has increased from 22.0 pounds to an estimated 32.4 pounds or an average increase of 1 pound per year. On the basis of popu-

lation growth alone Canada could absorb an additional 10 million pounds of chicken in 1970. Turkeys are also predicted to show a substantial increase in 1970.

In general, we can expect continued growth in hogs, poultry and cattle. Sheep population should remain relatively stable over the next 10 years with a slight decline from present levels. The two major areas of growth in livestock will come from poultry and cattle.

TABLE 1

NUMBER OF HOGS ON FARMS IN CANADA AS OF SEPTEMBER 1st

			Y E A	R		
Province	1964	1965	1966	1967 of animals)	1968	<u> 1969</u> .
			cirous airus	or animars)		
Prince Edward Island	62.0	71.0	91.0	93.0	88.0	97.0
Nova Scotia	58.0	61.0	62.0	62.0	74.0	68.0
New Brunswick	46.0	40.0	36.0	41.0	50.0	53.0
Quebec	1,120.0	1,010.0	1,274.0	1,380.1	1,161.0	1,115.0
Ontario	2,050.0	1,960.0	2,048.0	2,080.0	1,965.0	2,050.0
Total Eastern Canada	3,336.0	3,142.0	3,511.0	3,656.0	3,338.0	3,383.0
Manitoba	505.0	460.0	582.0	610.0	560.0	650.0
Saskatchewan	540.0	430.0	547.0	617.0	540.0	680.0
Alberta	1,450.0	1,300.0	1,248.0	1,325.0	1,288.0	1,332.0
British Columbia	42.0	38.0	35.0	43.0	43.0	45.0
Total Western Canada	2,537.0	2,228.0	2,412.0	2,595.0	2,431.0	2,707.0
TOTAL ALL CANADA	5,873.0	5,370.0	5,923.0	6,351.0	5,769.0	6,090.0

Source: Report on Livestock Survey,
Dominion Bureau of Statistics,
Catalogue No. 23 - 005.

TABLE 2

HOGS: ESTIMATED TOTAL OUTPUT AND SLAUGHTER - 1964-1969

Year	Estimated Farm Output	Total Cold Trimmed Weight		
	thousands of head	thousands of 1bs.		
1964	8,300.3	1,060,059		
1965	7,940.5	1,006,533		
1966	7,903.0	1,014,295		
1967	9,182.2	1,181,470		
1968	9,255.1	1,181,301		
1969	8,747.1	1,134,496		

NOTE: 1 Not including fats and edible offal.

Source: Livestock and Animal Products Statistics - 1969,
Dominion Bureau of Statistics,
Catalogue No. 23 - 203.

TABLE 3

POULTRY ON FARMS IN CANADA AS OF JUNE 1st

	Y E A R					
Province	1964	1965	1966	1967	1968	1969
		Manhangaran-radari pagas	thousands	of animals)	Green's sp. title untimakelengy
Prince Edward Island	459.6	453.3	365.5	346.1	324.0	332.0
Nova Scotia	2,158.5	2,281.9	2,841.5	2,793.4	2,677.4	2,924.3
New Brunswick	1,086.6	1,182.4	1,397.6	1,406.8	1,447.7	1,566.7
Quebec ,	14,427.0	16,068.0	20,013.1	21,591.0	21,697.0	23,997.0
Ontario	27,571.0	27,260.0	29,549.7	31,333.0	29,392.0	31,478.0
Total Eastern Canada	45,702.7	47,245.6	54,167.4	57,470.3	55,538.1	60,298.0
Manitoba	7,248.0	6,960.0	7,100.7	7,420.0	7,415.0	8,345.0
Saskatchewan	6,840.0	6,150.0	6,278.3	6,530.0	5,805.0	6,050.0
Alberta	9,515.0	8,855.0	9,562.9	9,665.0	9,145.0	9,600.0
British Columbia	6,524.0	6,758.0	7,830.8	8,557.0	7,972.0	8,180.0
Total Western Canada	30,127.0	28,723.0	30,772.7	32,172.0	30,337.0	32,175.0
TOTAL ALL CANADA	75,829.7	75,968.6	84,940.1	89,642.3	85,875.1	92,473.0

Source: Report on the Poultry Survey,
Dominion Bureau of Statistics,
Catalogue No. 23 - 006.

TABLE 4

TOTAL POULTRY MEAT PRODUCTION BY PROVINCE

1964-1969

			YEA	R		an Attention of the Att
Province	1964	1965 t	1966 housands	1967 of 1bs.	1968	1969
Prince Edward Island Nova Scotia New Brunswick Quebec Ontario	1,166 16,572 5,886 181,607 259,718	1,424 17,114 8,594 206,839 276,341	1,262 20,038 11,422 236,423 305,337	1,135 19,662 12,096 252,983 305,337	825 19,242 12,158 258,771 300,910	1,065 21,643 14,027 300,658 328,630
Total Eastern Canada	464,949	510,312	574,482	591,213	591,906	666,023
Manitoba Saskatchewan Alberta British Columbia	50,233 39,367 64,770 46,409	52,219 36,669 62,152 48,729	54,768 34,659 69,477 57,058	54,277 35,176 71,373 61,633	53,345 36,014 65,168 60,198	57,463 37,929 69,185 64,543
Total Western Canada	200,779	199,769	215,962	222,459	214,725	229,120
Total All Canada	665,728	710,081	790,444	813,672	806,631	895,143

Source: Production of Poultry and Eggs,
Dominion Bureau of Statistics,
Catalogue No. 23 - 202.

TABLE 5

SHEEP AND LAMBS: NUMBERS ON FARMS AS OF JUNE 1st
1964-1969

	Philip State-Against Authorit digrams deliminate augusto		Year			
Province	1964	1965	1966	1967	1968	1969
		tho	usands of	animals		
Prince Edward Island Nova Scotia New Brunswick Quebec Ontario	18.0 47.0 35.0 140.0 292.0	16.0 42.0 32.0 128.0 280.0	15.1 38.8 28.2 112.4 265.4	14.5 38.0 27.0 106.0 259.0	12.2 39.0 27.0 99.0 252.0	11.0 41.0 25.0 101.0 262.0
Total Eastern Canada	532.0	498.0	459.9	444.5	429.2	440.0
Manitoba Saskatchewan Alberta British Columbia	72.0 153.0 400.0 115.0	61.0 140.0 355.0 78.0	50.5 127.8 301.4 65.9	46.0 120.0 287.0 65.0	41.0 118.0 245.0 58.0	41.0 126.0 218.0 58.0
Total Western Canada	740.0	634.0	545.6	518.0	462.0	443.0
Total All Canada	1,272.0	1,132.0	1,005.5	962.5	891.2	883.0

Source: Livestock and Animal Products Statistics - 1969, Dominion Bureau of Statistics, Catalogue No. 23 - 203.

TABLE 6

CATTLE ON FARMS IN CANADA AS OF JUNE 1st

			Year			
Province	1964	1965	1966	1967	1968	1969
		(thousands	of animals)	
Prince Edward Island Nova Scotia New Brunswick Quebec Ontario	124.0 159.0 153.0 1,982.0 3,303.0	130.0 157.0 150.0 1,990.0 3,344.0	125.2 147.6 136.5 1,797.6 3,137.0	122.0 146.0 131.0 1,796.0 3,165.0	188.0 144.0 130.0 1,847.0 3,220.0	117.0 141.0 128.0 1,895.0 3,204.0
Total Eastern Canada	5,721.0	5,771.0	5,343.9	5,360.0	5,459.0	5,485.0
Manitoba Saskatchewan Alberta British Columbia Total Western Canada	1,139.0 2,300.0 3,135.0 522.0 7,096.0	1,150.0 2,340.0 3,195.0 545.0 7,230.0	1,151.2 2,398.0 3,439.7 546.0	1,112.0 2,368.0 3,405.0 536.0	1,037.0 2,223.0 3,322.0 525.0	1,019.0 2,180.0 3,261.0 522.0 6,982.0
TOTAL ALL CANADA	12,817.0	13,001.0	12,878.8	12,781.0	12,566.0	12,467.0

Source: Report on Livestock Surveys,
Dominion Bureau of Statistics,
Catalogue No. 23 - 004.

TABLE 7

CATTLE AND CALVES: ESTIMATED TOTAL OUTPUT AND SLAUGHTER 1964-1969

Year	Estimated Farm Output	Total Cold Dressed Weight
	thousands of head	thousands of 1bs.
Cattle		
1964 1965 1966 1967 1968 1969	3,064.2 3,741.3 3,573.9 3,351.2 3,631.8 3,366.4	1,573,489 1,749,949 1,756,728 1,738,631 1,855,346 1,801,347
Calves		
1964 1965 1966 1967 1968 1969	1,246.5 1,541.6 1,375.8 1,292.4 1,273.6 1,033.9	141,042 162,505 141,321 148,721 134,738 107,062

Source: Livestock and Animal Products Statistics - 1969,
Dominion Bureau of Statistics,
Catalogue No. 23 - 203.

TABLE 8

PER CAPITA DISAPPEARANCE OF MEAT AND EGGS IN CANADA 1964-1969

	1964	1965	1966	1967	1968	1969
			- pou	nds =		
Poultry 1	35.0	36.6	39.3	40.7	39.7	42.8
Eggs 2	32.2	32.0	30.8	31.8	32.0	21.7
Beef 3	79.4	83.6	84.1	84.0	86.7	86.4
Veal	7.2	8.3	7.0	7.2	6.4	5.1
Mutton and Lamb	3.4	2.8	3.4	3.6	4.2	4.0
Pork	51.8	47.9	46.9	53.8	53.6	51.9
Canned Meats	4.5	4.2	4.7	4.7	4.7	4.6
Fish	12.9	13.1	12.9	13.4		

NOTE:

1. Eviscerated weight.

2. Converted on the basis of 1 dozen eggs equals 1.5 lbs.

3. Basis cold dressed carcass weight base.

Source: Production of Poultry and Eggs - 1969,
Dominion Bureau of Statistics,
Catalogue No. 23 - 202.

III. FEED MANUFACTURERS IN CANADA

In 1967 the Dominion Bureau of Statistics reported 892 establighments in Canada as feed manufacturers. The Dominion Bureau of Statistics defines feed manufacturers as including all establishments which manufacture prepared feed, chopped grain feed on own account and carry on a service operation of custom milling and chopping.

TABLE 9

PRINCIPAL STATISTICS FOR FEED MANUFACTURERS BY PROVINCE
1967

		.,,,,			
		Manufa	Total Activity		
Province	Estab = lishments	Cost of Material & Supplies		Added	Value Added
		\$'000	\$'000	\$'000	\$'000
Newfoundland	2	*	*	*	*
P. E. I.	13	. *	*	*	*
Nova Scotia	11	8,353	10,398	1,954	2,718
New Brunswick	13	7,770	9,395	1,501	3,133
Quebec	321	144,702	177,584	30,704	-
Ontario	356	157,104	207,734	47,491	55,987
Manitoba	. 44	19,767	25,444	5,291	6,010
Saskatchewan	15	6,005	7,750	1,615	1,767
Alberta	81	30,604	39,295	8,234	9,350
B.C.	36	28,564	35,733	6,674	8,537
TOTAL	892	405,251	516,518	104,191	125,898

NOTE: (*) indicates figures are confidential.

Source: Feed Manufacturers, 1967,
Dominion Bureau of Statistics,

Catalogue No. 32 - 214.

Feed manufacturers east of Manitoba account for 79 percent of the shipments of goods of own manufacture while the western one accounted for 21 percent.

In terms of materials purchased in 1967, rapeseed meal accounted for 54,139 tons valued at \$4.3 million. This represented an increase of over 15 percent from the 1966 purchases.

TABLE 10

MATERIAL PURCHASED BY FEED MILLS
1967

Material	Quantity	Cost
Page mass dated departments show the first	tons	\$'000
Grains Flours and meal, edible Grain by-products Dairy by-products Fishing by-products Legumes and Grasses Meat and tankage by-products Minerals Oils Oilcake and oilcake meal: Linseed meal	3,228,044 13,740 797,233 25,113 70,473 151,948 265,579 160,759 4,854	149,820 983 65,903 5,580 8,669 5,859 29,099 7,574 724
Rapeseed meal Soybean meal Other oilcake and meals Pulp and Pomace Medicine, drugs, tonics, etc. Miscellaneous material	54,139 421,806 10,424 35,227 17,035 157,083	4,328 44,478 829 1,912 11,203 11,667
TOTAL	5,438,714	350,976

Source: Feed Manufacturers 1967,
Dominion Bureau of Statistics,
Catalogue Number 32 - 214.

All oilcake and oil meals purchased in 1967 totalled 511,626 tons valued at \$52 million. This represented 15 percent of the value

of total purchases. Rapeseed meal represented 1.2 percent of the total value of purchases of materials.

In a 1970 publication 'Flour Mills and Feed Mills in Canada' the Dominion Bureau of Statistics lists the names of 1,127 feed mills in Canada. The following table shows a provincial break-down.

TABLE 11

FEED MILLS INCLUDING PREPARED FEED PLANTS IN CANADA - 1970

Province	Number	
Newfoundland	2	
Prince Edward Island	19	
Nova Scotia	14 .	
New Brunswick	12	
Quebec	372	
Ontario	480	
Manitoba	53	
Saskatchewan	17	
Alberta	117	4
British Columbia	41	
TOTAL	1,127	

Source: Flour Mills and Feed Mills in Canada,
Dominion Bureau of Statistics,
Catalogue Number 32 - 401.

Of the total number of feed mills shown on Table 11, 288 are in western Canada while 899 or 80 percent are located in eastern Canada.

An estimate of the high protein feed supplies available in Canada is shown on Table 12. Rapeseed meal ranks fourth, as a source of high protein supplements, behind soybean meal, packing—house by—products, and brewer's and distiller's dried grain and malt sprouts. In 1969 high protein feed supplies represented 18 percent of the estimated feed potential of feed manufacturers' shipments. These shipments by feed manufacturers have been classified according to their destination and are listed on Table 13. This table shows that in 1969 eastern Canada received 68 percent of the shipments of estimated feed potential from pre-mixes, concentrates and complete feeds.

TABLE 12

ESTIMATE OF HIGH PROTEIN FEED SUPPLIES AVAILABLE IN CANADA

Item	1963	1964	1965 (tho	(thousands of tons)	1967 tons)	1968(1)	1969(1
Vegetable Protein: Linseed meal Soybean meal Rapeseed meal Other oilseed meals, glutenfeed Growers & Distillers dried grain and malt sprouts Total Vegetable Protein	29 443 23 56 109 660	38 452 25 64 112 691	26 460 36 63 128 712	27 479 60 29 147 742	33 552 71 61(2) 154 872	2, 4- 00	30 608 105 63(2) 160
Marine Protein: Fish meal	300	23	32	6†7	51	. 20	746
Animal Protein: Packinghouse by-products Skim milk, buttermilk & whey powders Total Animal Protein	137	167	190 19 241	199 16 215	222 19 241	223 19 242	215 19 234
TOTAL PROTEIN SUPPLIES	854	899	953	1,006	1,164	. 1,182	1,246
							e comme comme specialis semanaliscome determina compressiones cardon de

preliminary and partly estimated other oil meals include sunflower, cotton seed and n.e.s. Note:

Source: Coarse Grains Quarterly, Dominion Bureau of Statistics, Catalogue No. 22 - 001.

TABLE 13

ESTIMATED COMPLETE FEED POTENTIAL FROM PRE-MIXES AND CONCENTRATES, TOTAL ESTIMATED FEED POTENTIAL FROM SHIPMENTS OF PRE-MIXES, CONCENTRATES AND COMPLETE FEEDS BY MANUFACTURERS ACCORDING TO DESTINATION

Destination	1966	1967	1968	<u>1969</u>
		(tons o	of feed)	
Newfoundland Prince Edward Island Nova Scotia New Brunswick Quebec Ontario	25,379 94,930 164,013 94,795 1,608,112 2,189,386	27,657 75,921 174,778 98,433 1,734,944 2,397,348	29,438 72,329 174,196 105,877 1,781,383 2,355,662	33,788 75,900 179,116 108,270 1,874,149 2,528,716
Total Eastern Canada	4,176,615	4,509,081	4,518,885	4,799,939
Manitoba Saskatchewan Alberta British Columbia	369,768 199,076 1,011,500 279,964	493,580 228,222 1,104,955 285,484	458,513 228,120 1,153,056 257,545	477,920 261,437 1,235,215 297,162
Total Western Canada	1,860,308	2,112,241	2,097,234	2,271,734
TOTAL ALL CANADA	6,036,923	6,621,322	6,616,119	7,071,673

NOTE: This table combines the total finished feed equivalent available from the volume of pre-mixes, concentrated feeds and the total secondary or finished feeds manufactured from raw ingredients. This material is shown geographically by destination of manufacturers shipments.

Source: Shipments of Prepared Stock and Poultry Feeds,
Dominion Bureau of Statistics,
Catalogue No. 32 - 004.

IV. POTENTIAL MARKET FOR RAPESEED MEAL

An obvious indication that the potential market for rapeseed meal is considerably larger than the present production, can be seen from the size of Canadian imports of soybean meal. In 1968 imports of American soybean meal were 237,680 tons, an amount equal to 48 percent of Canada's 1969 domestic production of soybean meal.

TABLE 14

IMPORTS OF SOYBEAN MEAL BY PROVINCE

Province	1964 Quantity	1965 Quantity	1966 Quantity	1967 Quantity	1968 Quantity
	tons	tons	tons	tons	tons
Newfoundland	95	30	70	171	- 40
Nova Scotia Prince Edward Island	160 1 150	175 215	1,124 141	_	40
New Brunswick Quebec	935 58,220	870 80,185	685 57,730	445 59,020	1,802 63,511
Ontario Manitoba Saskatchewan Alberta British Columbia	112,910 29,530 375 5,500 15,040	114,800 30,680 640 6,145 15,250	83,049 35,693 4,000 9,911 22,432	77,899 40,214 415 11,456 30,856	95,546 33,500 899 13,163 29,218
TOTAL	221,915	248,990	214,835	220,482	237,680

Source: Dominion Bureau of Statistics.

In order to estimate the total potential market for rapeseed meal we have applied currently recommended feeding levels for rapeseed

meal^{1,2} to the total estimated complete feed potential of manufacturers shipments of prepared feeds.

TABLE 15

ESTIMATED POTENTIAL MARKET FOR RAPESEED MEAL - 1969

Type of Feed	Total Estimated Feed	Recommended Usage for Rapeseed Meal	Estimate Potential Market for Rapeseed Meal
	tons	per cent	tons
Calf Feed	66,191	10	6,619
Cattle Feed:			
Beef	1,244,835	10	124,448
Dairy	1,312,577	10	131,258
Swine Feed	2,021,347	· 7	141,494
Poultry Feed:			
Chick Starter	85,283		-
Broiler	746,359	do .	-
Growing, laying, etc.	1,158,766	5	57, 938
Fattening & finishing	33,578	10	3,358
Turkey	359,968	10	35,997
Other Poultry	22,190	10	2,219
Other Complete Feed	21,266	5	1,063
Complete Feed Equivalent	7,072,360		504,394

The estimated potential market for rapeseed meal in 1969 was 504,394 tons or over four times the current production of rapeseed meal. This amount represents the amount of rapeseed meal that could be used in the preparation of livestock feeds.

Oil and Meal from Canadian Rapeseed, Canada Department of Agriculture, Publication No. 1183, Revised 1967.

Bowland, Dr. J. P., Rapeseed Meal for Livestock, Feedstuffs, Vol. 35, No. 21, (May 28, 1966), p. 50.

The continued growth of Canada's livestock industry should ensure that the potential market for rapeseed meal will remain considerably above the current production of the meal. While a major part of rapeseed meal produced in Western Canada is currently shipped to eastern Canada, including the Maritimes, the future will see that an increasing amount will be consumed in the western provinces. The gradual increase in cattle numbers in western Canada will provide an increasing domestic market for rapeseed meal in the prairie provinces.

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